

Marketing Education

SKILL CERTIFICATE TESTS QUESTIONS BY STANDARD

Pilot questions represent various standards in the course but will be reported under pilot on the report, as they are not counted in the student score. Students achieving 80% (56 of the 70 questions) on the written and performance objectives will receive a certificate.

Test Name (Weight)	Test #	Number of Test Standards by Question												Scored Questions	Pilot Questions	Total Questions
		1	2	3	4	5	6	7	8	9	10	11	12			
Marketing - Semester (0.5)	400	16	6			21	5	4	8	7	3			70	10	80
Marketing A (0.5)	401	17	9	11	5	28								70	10	80
Marketing B (0.5)	402						16	12	15	12	15			70	10	80
Marketing Advanced (0.5)	403	7	7	7	7	7	7	7	7	7	7			70	10	80
Fashion Merchandising A (0.5)	404	8	11	13	15	8	7	6	1	1				70	10	80
Fashion Merchandising B (0.5)	405	13	7	4	13		19	6	8					70	10	80
Fashion Merchandising Advanced (1)	406	2	7	2	7	15	6	7	8	14		2		70	10	80
Retailing (0.5)	407	18	24	21	7									70	10	80
Retailing (School Store) (0.5)	408	8	9	5	26	6	7	9						70	10	80
Advertising (0.5)	409	8	7	8	8	7	8	8	8	8				70	10	80
Travel & Tourism (0.5)	410	9	40	17	4									70	10	80
Real Estate (0.5)	411	11	9	12	8	10	10	10						70	10	80
e-Commerce Marketing (course 1) (0.5)	414	21	21	16	12									70	10	80
e-Commerce Marketing (course 2) (0.5)	415	16					13	22	19					70	10	80
Sports and Entertainment Marketing A (0.5)	416	19	14	6	15	11	1	4						70	10	80
Sports and Entertainment Marketing B, Applied (0.5)	417	18	14	13	19	6								70	10	80
Leadership Principles (0.5)	418	11	11	3	5	3	5	5	5	12		4	6	70	10	80
Leadership Management A (0.5)	419	19	32	19										70	10	80
Leadership Management B (0.5)	420				43	27								70	10	80
Promotion (0.5)	421	7	10	7	29	14	3							70	10	80
Retail Management (0.5)	422	14	25	18	13									70	10	80
Economics (0.5)	450	14	20	22	6	8								70	10	80